Secto. II-37—41

Pub. (Press) (1941) Department

MS SERIES.

G.O. No.	2821
Dated	13/12/41

[Despatch Abstract]

Publicity and Propaganda - Village reading rooms and Panchayat Boards - Swadhanina Bharat - Sikhs, items.

2114/40

C.F. 32. DEPARTMENT. 1

In reply, please quote number, date and short title.

Received Registered

From (Name) M. V. Subrahmanyan Esq., I.C.S.,

(Designation) Collector of South Kanara.

Post Box , (Station) Mangalore.

Telegraphic Address

ASSISTANT SECRETARY TO GOVT. 6 JUN 1941 CHIEF SECRETARIAT

To

The Secretary to Government
Public (Press) Department,
M a d r a s.

Roc. No.2110-41-R Dated 3-6-1941. 194 .
Sir,

* Publicity and Propaganda - Village Reading Circles - supply of local newspapers - proposals.

Enclosures

Spare Copies

Ref: Government Memorandum No. 440/6 Public (Press) dated 3-4-41 and Ref.No.3656/40-15 Public (Press) dated 14-3-41.

The only daily paper published in this District is the "Swatantra Bharath". Its subscription will not exceed 6 pies per copy. Having regard to the object in view, it is no good making a supply of Weeklies. As at present envisaged, supply to Tahsildars, Dy.Tahsildars and Revenue Inspectors and Reading Circles will come up to a total of 150 copies. The Managing Director of the "Swatantra Bharath" was, therefore, asked if he would undertake to publish the material in Part II of the Madras War Review and any other propaganda material that may be supplied if we undertook to purchase 150 copies

2. He stated that he would be able to publish the material in Part II of the Madras War Review only in instalments during the course of a week. As the Review is weekly and having regard to the size of the "Swatantra Bharath" (a copy of which is enclosed) I considered that this would be sufficient and suitable. I undertook to arrange to have the translation (in instalments) of Part II supplied to him each day from my office. He writes, however, that he is not agreeable to the arrangement unless 300 copies are purchased. We could get this number if it were decided to purchase

and supply copies for all Panchayat Boards also - the issue being the same as that of the Reading Circles. The Panchayat Boards will have their own offices with furniture and many illiterate people in the villages resort to them. It would also be a simpler and quicker arrangement if the translation of Part II were made in Madras and sent to me for transmission to the paper. I, therefore, suggest that -

(1) Sanction applying the paper to Tahsildars, Deputy Collectors and Revenue Inspectors and Reading Circles & supply may be sanctioned for all Panchayat Boards and

(2) I may be allowed to place the order for 300 copies of the "Swatantra Bharath" and

(3) That the translations of Part II of the Madras War Review may be prepared in Madras and sent to me.

3. If the Government are not agreeable to sanction (1), then, the only alternative would be to purchase the copies of the paper as they stand (without arrangements for publication of Part II of Madras War Review etc.) and make supplies to the Reading Circles. This would at least ensure the spread of up-to-date and correct news. I request that the Government will be pleased to approve of this. In that case point (3) above will not arise at

For Collector.

3.6.41

MADRAS PROVINCIAL WAR COMMITTEE

PRESIDENT:
HIS EXCELLENCY THE HON'BLE
SIR ARTHUR HOPE, G.C.I.E., M.C.
VICE-PRESIDENT:
HIS HIGHNESS THE PRINCE OF
ARCOT, G.C.I.E.
CHAIRMEN OF SUB-COMMITTEES:
R. D. DENNISTON (FINANCE)
SIR K. V. REDDI (RECRUITMENT)
G. A. NATESAN (PROPAGANDA)
SECRETARY:
E. M. GAWNE, I.C.S.

FORT ST. GEORGE,
MADRAS.

D.O. Let. No. 2393/41-GS Ootacamund,
Dated 28th June 1941

GOVERNMENT OF MADRAS
CHIEF SECRETARIAT
27 JUN 1941

My dear Ramamurty,

Propaganda - Subsidizing local newspaper - South Kanara.

The editor of the "Kanteerava" has written to me with regard to his offer to publish the 'Madras War Review' and other propaganda material. The Collector of South Kanara says that he has preferred 'Swathanthra Bharata' as the only daily newspaper in the district. He thinks that it is no use in supplying Reading Circles with weeklies or bi-weeklies which contain stale news. The "Kanteerava" is the newspaper which was selected by the Provincial War Committee for the Governor's War Fund advertisements and it is a better paper, I think, than the "Swathanthra Bharata". I also think that, as the 'Madras War Review' is only issued once a week, it is not necessary for the Government to subsidize a daily paper which may publish the whole of the matter in one issue and have no war propaganda material in the other 5 or 6 issues each week. In that case, readers of the daily paper might fail to find the copy which contained the War News and would simply look at it as at any other newspaper found in a Reading Room.

S.V. Ramamurty Esq., I.C.S.,
Chief Secretary to Government,
Public Department,
Stonehouse Hill, Ootacamund.

4

1

Public (Press) Department

Memo.No. 2112/41-2 d: 2-7-41

Subject: Publicity and Propaganda - Village reading circles - "Swathantra Bharath" - Supply.

Ref. From the Collr. of S. Kanara, letter Roc.No.2110-41 B-1 dated 3-6-41.

The proposal of the Collector of South Kanara to place an order for 300 copies of "Swathantra Bharath", a local Kannada daily, for supply to Tahsildars, Deputy Tahsildars and Revenue Inspectors, Reading circles, and Panchayat Boards in the S.Kanara district is approved, subject to the condition that the paper publishes matter supplied to it either from Government or from the Collector. The Collector is informed that where a reading circle is formed in a Panchayat village the supply of the paper should be preferably made to the Reading circle, the office of the circle being located at the panchayat office, if the panchayat is willing.

Arrangements are being made with the Kanarese Translator to Government to send direct to the editor of "Swathantra Bharath" Kannada translation of the matter published ordinarily in Tamil and Telugu bulletins for publication in his daily.

To the Collector of S. Kanara.

P.T.O.

II

Memo. No. 2112/41-3 II d: 2-7-41

Subject: Publicity and propaganda — Village reading circles - "Swathantra Bharath" - Kannada translation of the matter in the language bulletins in Tamil and Telugu — arrangement for supply.

The Government have approved the proposal of the Collector of S. Kanara to supply "Swathantra Bharath", the local Kannada daily to Tahsildars, Deputy Tahsildars, Revenue Inspectors, Reading circles and Panchayat Boards in the S. Kanara district. They have also decided that the Kannada translation of the matter published ordinarily in Tamil and Telugu bulletins should be supplied direct to the editor of the above paper. The Senior Translator to Government is requested to arrange for the translation into Kannada of the matter sent to him and to send a copy of the translation direct to the Managing Director, ~~of~~ "Swathandra Bharath", Mangalore. He is also requested to send another copy of the Kannada translation to the Editor, "Navasandesh", Navasandesh office, Bellary. [The translation should be done expeditiously and copies of it sent to the papers without delay.]

28/6/41

To the Senior Translator to Government.
Copy to the Collectors of S. Kanara, and Bellary.

END

V.U

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3039/41.

R.O.C.2110/41.B1.

South Kanara Collector's Office,
Mangalore, dated 18th July, 1941.

From

M. V. Subrahmanyan, Esq., I.C.S.,
Collector of South Kanara.

To

The Chief Secretary to Government,
Public (Press) Department,
Madras.

Sir,

Publicity - Propaganda-Village Reading circles - "Swatanthra Bharatha" supply.

Ref:- Government Memorandum No.2112/41-2 dated 2.7.41.

******

I propose to place an order for the supply of "Swatanthra Bharatha" for 3 months and the subscription inclusive of postage comes to Rs.485-10-0 per month as follows:-

1. Monthly subscription for 300 copies of the daily edition (including the one anna weekly issue of Monday) at 11 annas per month. .. 206- 4- 0

2. Postage for the above (except the copies for the Tahsildar, Mangalore and Revenue Inspector, Mangalore sent by local delivery) at 0-0-6 per copy per day. .. 279- 6- 0

485-10-0 x 3

The subscription for 3 months comes to Rs.1,456-14-0. I therefore request that a sum of Rs.1460/- may be placed at my disposal for placing the order for the paper.

The postage of 0-0-6 per copy of this daily paper instead of 0-0-3 is said to be due to the fact that it is not yet registered as a newsheet in the post office. The Managing Director says that he is in correspondence with the Post Master General on the subject and that if he gets the reduced rates he will charge only that.

6840

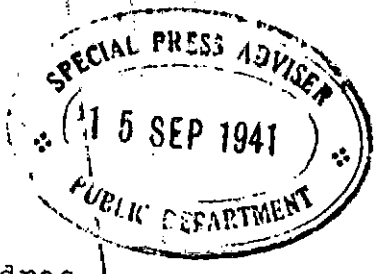
For Collector.
18.7.41

R.O.C. 2145/41-B.1.

South Kanara Collector's Office,
Mangalore, 13th September 1941.

From

M.V.Subrahmanyan Esq., I.C.S.,
Collector of South Kanara.



To

The Chief Secretary to Government,
Public (Press) Department, Madras.

Sir,

Publicity and Propaganda - Village Reading Circles - Swatanthra Bharath' - Supply of -

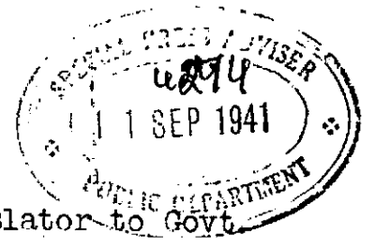
This office R.O.C. 2110-41-B.1, dated 18-7-41.

In G.O.No.Ms. 1901 Public (War), dated 1-9-41, the limit of expenditure by District War Committees and their Sub Committees for this district has been fixed at Rs. 2060/- for 1941-42. As additional allotment has been placed at my disposal though without specific reference to the letter cited above, I request to be informed whether I may now place the order for the 'Swatanthra Bharath' as proposed therein.

For Collector

C.No. 206-1/41

8/



Note for the Senior Translator to Govt.

C.No. 819.
VKR 10.9.41

Madras War Review - Translation of articles into Kannada - Memorandum No. 2112/41-3, Public (Press), dated the 2nd July 1941.

It is submitted that the Special Press Adviser may be kindly requested to instruct the Superintendent, Government Press, Madras, to arrange to supply this office with a copy of the Telugu edition of the Madras War Review on every Friday afternoon, if not earlier, or at least a copy thereof in the proof stage as early as possible every week so as to enable this office to keep up uniformity.

Madras,
10th September 1941.

K. Mallappa 10.9.41
Kanarese Translator to Govt.

I.No. 819-1.

Submitted to the Special Press Adviser, Public (Press) Department, Madras, for favour of compliance.

Madras,
10th September 1941.

V. Krishna Rao 10.9.41
Senior Translator to Govt.

9/

Public (Press) Department.

Memorandum No. 2112-5 Dated 12-9-41

...

Issue today (below)

A copy of U.O.Note No.206-1/41 dated 10th September 1941 from the Kanarese Translator to Government is forwarded to the S.G.P. As the Kanarese Translator has to translate portions of the Yuddha Sanchika (Telugu) into Kannada the S.G.P. is requested to send ~~to~~ him direct a copy of the Yuddha Sanchika (Telugu) as finally corrected on Friday afternoons. The Senior Translator to Government should arrange to send a special messenger to the Government Press, Mint Buildings to take delivery of the copy.

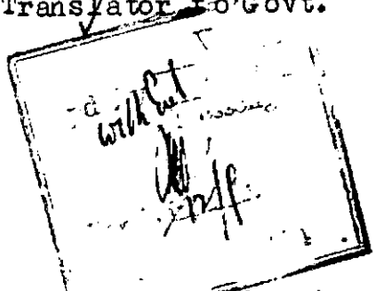
12/9/41

12.9.41

12/9.

To

The S.G.P.
The Senior Translator to Govt.



(After issue, add this to the connected papers)

C.F. 32

In reply, please quote number, date and short title.*

5698/11/41 DEPARTMENT.

Received ..... *Registered* 38254. 8/11

From (Name) M. V. Subrahmanyan, Esq., I.C.S.,

(Designation) Collector of South Kanara.

Post Box ....., (Station) Mangalore.

Telegraphic Address .....

To

The Director of War Publicity,
Madras.

7-NOV 1941 DIRECTOR OF PUBLICITY MADRAS

Memo 5698/H1-1 (4.11.41)

R.O.C. *No*2110-41-B1 *dated* 4th November 1941.

Sir,

ENCLOSURES 5

SPARE COPIES .....

* PROPAGANDA AND PUBLICITY - Kannada Paper "Swatanthra Bharath" - Shortage of propaganda material for publication.

******

The Managing Director "Swatanthra Bharath" brings to my notice that he is not getting enough propaganda ---- material from the Kanarese Translator to Government for --- publication in his paper. 300 copies of this paper have -- been recently ordered for supply to reading circles, ------ Tahsildars, Deputy Tahsildars, Revenue Inspectors and select Village Panchayat Boards. It is understood he gets a ---- Kanarese translation of Part II of the War Review direct -- from the Kanarese Translator to Government and this matter is being regularly published in the daily and weekly ------ editions of the paper. It is requested that arrangements may be made to supply him with further suitable material -- for publication.

For Collector.

Public Publicity Dept. U.O.No. 38254/41-1 10/11/41.

Public (Publicity) Dept

Bond 5.XI.41

Public (Press) Dept.

Draft memo enclosed.

12.11.41

Public (Cen) Dept U.O.

SPECIAL PRESS ADVISER 11 NOV 1941 PUBLIC DEPARTMENT

E.1.B 9/15/11
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A.I.C

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Public (Press) Dept.

Memo No. 5698/41-1 dated 14.11.41

Publicity and Propaganda - Supply of material to Swatantra Bharath - Reference letter from the Collector of S.Kanara, R.O.C.No.2110-41-B.1. dated the 4th November 1941.

The Collector of S.Kanara is informed that the Kanarese Translator to Govt. sends translations of such articles as are sent to him by the Information Officer for translation and transmission to the Editors of Navasandesh, Bellary and Swatantra Bharath, Mangalore. ~~He cannot send any other propaganda material to the editors.~~

This paper is included in the list at page 64 ante (N)

2. The Editor, Swatantra Bharath is getting already sufficient propaganda material from the Bureau of Public Information, Govt of India. He may select matter from the material furnished to him by the Bureau and publish them. It is also open to the Collector to ask him to publish lists of subscribers to the Madras War Fund and such other war propaganda matter of local importance.

15.11.41

To

The Collector of S.Kanara.

12.11.41 12.11.41

12/11 Addl Secy

3745/13/11

SPECIAL PRESS ADVISER
14 NOV 1941
PUBLIC DEPARTMENT

Public Publicity Sept.
M.010. 3825/41-2
13.11.41.

12

Public (Press) Department.

Publicity and Propaganda - Supply of local newspapers to village reading circles.

From the Collector of South Kanara letter Roc.No. 2110-41 B-1 dated 3rd June 1941.

Please see the letter from the Collector of South Kanara at pp.1-2 c.f.

Government have ~~decided~~ ordered that the propaganda material including language bulletins and newspapers supplied to reading circles should also be supplied to Revenue Inspectors, Dy. Tahsildars and Tahsildars (each dt.) in Language bulletins in Tamil and Telugu are not supplied to Malabar and South Kanara districts. The Collectors of these districts were asked ~~that they~~ might arrange for the compilation of such a publication if they felt the need for such a bulletin. In these two districts, as in the other districts, copies of the Madras War Review are supplied in accordance with the distribution lists furnished by the Collectors.

In Memo.No.440-6 dated 3-4-41 the Collectors of Malabar and South Kanara were requested to furnish the total number of Revenue Inspectors in their respective districts together with information as to the number of additional copies of the Madras War Review that should be sent to each Tahsildar and Deputy Tahsildar in independent charge for distribution to Revenue Inspectors. They were also requested to take necessary action in regard to the supply of other propaganda material including local language newspapers to Tahsildars and Deputy Tahsildars and Revenue Inspectors in their respective districts

The Collectors of Malabar and South Kanara have separately furnished the additional number of copies

7

War Review required by them for supply to Revenue Inspectors etc. The present proposals of the Collector of South Kanara are with reference to A explained above. Similar proposal has not yet been received from the Collector of Malabar. He only ordered for a period of three months the supply of copies of "Kerala Patrika" to the reading circles in Malabar. He has promised to send a report with particular reference to the working of the village reading circles and the use they make of "Kerala Patrika".

The proposals of the Collector of South Kanara in are as follows:

(1) to purchase 300 copies of the "Swatantra Bharat" a kanarese daily;

(2) to permit him to supply copies of the paper to Panchayat boards in addition to the supply allowed to reading circles, Revenue Inspectors and Deputy Tahsildars and Tahsildars.

(3) that the translation of Part II of the Madras War Review may be prepared in Madras and sent to him.

If the above proposal is not approved, he proposes to order the supply of copies of 'Swathantha Bharat' to the reading circles without translation of Part II of Madras War Review.

It would appear from the Collector's letter that 150 copies of "Swatantra Bharat" are sufficient for supply to reading circles, Revenue Inspectors Deputy Tahsildars and Tahsildars. He however proposes to order 300 copies for supply to Panchayat Boards also. The difficulty seems to be that the Editor of "Swatantra Bharat" has not consented to publish the translation of Part II of the Madras War Review unless 300 copies are purchased.

In regard to the supply of Panchayat Boards it may be mentioned that in majority of villages there are panchayat boards. The Collector states that Panchayat boards have their own offices with furniture and many literate people in the villages resort to them.

1 B

2112/41

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It is submitted that generally influential persons in villages get into the Panchayat boards and if the supply is extended to these boards, members of Panchayat ~~the~~ boards who happen to be members of reading circles, ~~would~~ may cease to be so, and the attendance in the reading circles in villages having panchayat boards may consequently be thin.

In this connection the report of the Collector of Bellary in respect of the supply of copies of 'Navasandesh' to reading circles in Hospet at page 31 c.f. in the linked file may be perused. The cost of 350 copies of 'Nava Sandesh' a Kannada weekly which the Collector proposes to supply to the reading circles in Hospet division amounts to Rs.21-14-0 per week. ~~At this rate 150 copies required for distribution to the reading circles, Revenue Inspectors, Deputy Tahsildars and Tahsildars in South Kanara will cost Rs.9-6-0 per week.~~ The proposal of the Collector of South Kanara involves Rs. 9-6-0 per day - (300 copies of the Kannada daily Swathantra Bharat at 6 pies per copy). It also involves the supply from Madras of the Kannada translation of Part II of the Madras War Review. ~~It~~ The collector considers that the supply of a weekly will not be of much use. This is for orders whether the Collector of South Kanara may be asked to subscribe for 150 copies of 'Nava Sandesh' for distribution to reading circles, Revenue Inspectors, Tahsildars and Deputy Tahsildars in his district or whether one of his proposals at B on page 2 ante ~~above~~ may be approved.

Para 1, p 31 c.f. in linked file

p. 1 c.f.

A on p 1 c.f.

U 30

R.C.

17/6/41

18/6/41

As the policy of the Government is to encourage local papers which conform to our wishes, the Collector's proposal to subscribe 300 copies of the daily "Swathantra Bharath" may be accepted, on condition that the paper publishes matter supplied to it either from here or from the Collector. I shall arrange with the Kannada Translator to Govt to have the matter published ordinarily in the Tamil & Telugu bulletins translated and sent to the Editor directly.

D.O.
18.6.41

C.S. This may be agreed to. The Collector may also be told that

Here a reading circle is formed
in a Panchayat where, the Staff
give the lectures may be treated as
the reading circle, the price
of the circle being borne by the Panchayat
Panchayat fund, if the Panchayat
is willing to finance may be
before circulation.

SR
19/6/41

11
24.6.

Fin

Accepted in Finance
WS
20/6

Public.

Public (Press) depot

For orders as to circulation.

Col
23/6

The proposal at 2 a be
laid for subject to any remarks
above in for approval

SR
24 6

CHIEF SECRETARY
1941
CHIEF SECTT.

A/

24.6.41

SR
24 6

In form Kannada translation of the decision of Govt and
supply to them typed copies of articles sent to Tamil & Telugu
Journalists every week

VS
26.6.41

2112/41

16

-5-

Please see orders on p.4 ante. Drafts submitted for approval.

The Demi-Official letter to the Chief Secretary from Mr.Gawne, received today from Ooty office is at p.3 c.f. For orders as to the issue of the drafts put up which are based on orders already passed by Government.

h.4 nf

28/6/41

28/6/41

There is a difference of opinion between the Collector and Mr Gawne as to the paper to be chosen; the Collectors has selected "Swathanthra Bharata" and Mr Gawne "Kanteerava". In a matter of this kind, involving local knowledge, I suppose Govt should ordinarily accept the Collector's views.

28.6.41

x Kannada daily ff 1-2 cf

@ Kannada weekly f. 3 cf

U. Boarid

2.7.41

Submitted that a copy of memo no 2112/41-2 dt 2.7.41 may be communicated to the Secy. G.W.C

12.7.41

12/7

[Issued as Memo no. 2112/41-2 dt 2.7.41
-3 dt 2.7.41]

[From The Collector of S. Kanara, R.O.C.
2110/41. B.1. Dated 18.7.1941.]

—

The Collector of S. Kanara requests that a Sum of Rs 1460/-, being The Subscription inclusive of postage, for The Supply of 300 copies of The Kannada daily "Swatanthra Bharatha" to all reading circles, panchayat boards etc for a period of three months, may be placed at his disposal. The proposal to Subscribe for The Daily having been approved already, Purchase may now be requested to allot The necessary funds for The purpose.

26/4.8

25/7/41.

25.7.41

Publ (Press) no. 2112-4
25-7-41

Pub(war) dept

93182

A copy of The Collector's letter as p 6 c/f. and an extract of The Public (Press) dept note above may be taken for adding to The main file on Contingent allotments for Dt War Committees. This may be returned to Pub(Press).

Taken and added to the main file.

30/7/41

Pub(war) no
3124 - 93082/41-1
6/8/41

Pub (Special)

PRESS ADVISER
6 AUG 1941
PUBLIC DEPARTMENT

IV

Pub. (Press) Deptt

It is understood that orders placing funds at the disposal of the Collector of S. Kanara for subscription to 'Swatantra Bharati' will be issued by the Pub (War Publicity) Deptt. Shortly & it is felt that action on receipt of the same may be awaited.

27/8/41 Vol 28.8.41

27/8

Pub. (Press) Deptt

(p. 7 CF) [From the Collector of S. Kanara, No. R.O.C. 2145/41-B-1 dt. 13/8/41]

Pub. (War Publicity) Deptt were requested to place the necessary funds at the disposal of the Collector of S. Kanara for meeting the charges on account of supply of "Swatantra Bharati" to reading circles etc in the S. Kanara Dt vide noting of this Deptt at p. 6 ante. With reference to their note at p. 6 ante, copy of the Collector's letter at p. 7 CF may be sent to them ~~with the request that a reply may be sent~~ for

Copy sent to Pub/War Publicity, 29/8/41

for sending a reply
to the Collector.

15/9/41

15/9 .6.9.41

No action is called for now in this file.
The papers may be recorded in
a Mis G.O. for facility of reference.

12/12/41

12/12

Abstract.

G.O. No. 2881 S 13.12.41

Publicity and Propaganda - Village reading circles - S. Kanara Dt. - Newspaper "Swatantra Bharat" for Mangalore - Supply ordered - Papers recorded.

SPECIAL PRESS ADVISER
12 DEC 1941
PUBLIC DEPARTMENT

Ref. 2110-41-B1. South Kanara Collector's Office,
Mangalore.. 4th December 1941.

From

M. V. Subrahmanyan, Esq., I.C.S.,
Collector of South Kanara.

GOVERNMENT AND DISTRICT
8 DEC 1941
MADRAS

To

The Director of War Publicity,
Victory House, Mount Road,
Madras.

Sir,

Propaganda and Publicity - "Swathantra Bharath" - Supp for the period of additional three months.

(R) Government Memorandum No. 4530-41-17, dated 25-9-1941.

******

"Swathantra Bharath", the local Kannada daily, has been ordered for three months and the supply will end on 5-1-1942. I propose to order the supply of the paper to the reading circles and select Village Panchayat Boards in this district for another period of three months. There is allotment available to meet the charges. I solicit orders.

For Collector.

Public (Publicity) Dept

Public (Press) Dept may be requested to put up the previous papers and return the file to this dept with their recommendation on the Collector's proposal.

Pub. Publicity dept
G.O.Ms. 5799/41-1
12/12/41.

The original of G.O. No. 2881 Publ

Pub. (Press) Dept

2/ dated 13/12/41 which contains the previous history is put up at flag (A).

2. The Collector's proposal to order the supply to reading circles in the S. Kanara DL of copies of Swatantra Bharat for another period of three months may be supported in this dept and the case returned to Pub. (Publicity) ...

13/12/41

15/12

15.12.41

15/12

15 DEC 1941 MADRAS

Teo No. G 325/41-1
15.12.41

Public Publicity
G.O.10.5795
16/12/41

~~Publicity~~

Public (Publicity) Dept

Please see the letter from the Coll^r of S. Kanara at P.1 ante and the recommendation of the Public Secy above. Addl Secy approved the Coll^r's proposal.

A draft memo is submitted if finance may see before me.

28/12/41

29.12

I

22

Public (Publicity) Dept

Memo no 5799/41-I & P/29/12/41

Publicity and Propaganda — Village Reading circles and Panchayat Boards — 'Swathantra Bharat' — Supply.

Ref:- from the Collr of S. Kanara, letter no 2110-41-B1 dt 4/12-41

The proposal of the Collector of S. Kanara contained in his letter cited above is approved subject to the conditions laid down in Public (Pers) Dept memo no 2112/41-2 dated 2.7.41

To the Collr of S. Kanara. 13-12-41

copy to Fus (Pers) Dept.

23 4

Express Telegram

Collector, S. Kanara

despd 6/1

Proposal in your letter 2110-41-B1 dated 4-12-41 regarding supply of Swathantra Bharati approved

6/1/42

6/1

Roc. 2110-41-B1. South Kanara Collector's Office,
Mangalore, dated 3 - 1 - 1942.

From

M. V. Subrahmanyan Esq., I.C.S.,
Collector of South Kanara.

To

The Managing Director,
"Swatantra Bharath".

7 JAN 1942

Sir,

Propaganda and Publicity - "Swatantra Bharath" - supply of.

I request you to supply the "Swatantra Bharath" for a further period of 3 months for the reading circles and Village panchayat boards.

For Collector.

Copy to Director of War Publicity Madras with reference to this office 2110-41 dated 4-12-41.

Pub (Publicity) Sept.

Subject is for perusal.
Orders have already been issued sanctioning the supply of "Swatantra Bharath" to village reading circles & Panchayat boards for a further period of three months - vide PP 4 & 5 c/f. The file may be closed.

GOVERNMENT OF MADRAS.

Public (Publicity) Department.

MEMO.NO.5799/41-2 DATED THE 29TH DEC. '41.

Publicity and Propaganda - Village Reading Circles and Panchayat Boards - "Swathantra Bharat" - Supply.
Ref: From the Collector of South Kanara, letter No.2110-41-B1 dated 4-12-41.

The proposal of the Collector of South Kanara contained in his letter cited above is approved subject to the conditions laid down in Public (Press) Department memo. No.2112/41-2 dated 2-7-41.

J. C. RYAN,
Asst. Director of Publicity in charge.

To the Collector of South Kanara, Mangalore.
Copy to Public (Press) Department.

F o r w a r d e d
/~~By order~~/

Additional Director of Publicity
~~SUPERINTENDENT.~~
Pub. (Press) Dept.

A.K.3/1/42

Ref: S.P.A's memo no 2112/41-2 Pub.(Press) dt 2/7/41 in G.O. no 2991 Pub.(Press) dt 13/12/41. The original of this G.O. was sent to Pub.(Printing) [illegible] Thank you may be required to return it.

Pub (Publicity)

Pub (Publicity) Deptt.

The d.o. No 2281 Pub (Press) Deptt. dt. 13.12.41 referred to in the Pub (Press) Deptt note overleaf is put up at (H). It may be returned to that Deptt for reference.

Public Publicity
U.O.No. 5799/41-3
16.1.42

MG
12.1.42

13/1/42

15/1

Pub. (Press) Deptt

pub(press) 318/16.1

Ref: S. P. A's query at p.1. ante.

The memo quoted is at p.4 of U.O. 2281 Pub. (Press) dt. 13/12/41. The conditions of subsidy to the three 'Swadesh' Bands are imposed in it & no further action is called for. May be filed. Put up at (H)

12/1/42

17/1.

19-1-42

C.F. 32 (a). 8/6 9/ Madras 8.6 MD 145/62.9

Department Received 7.6 Registered 27

From (Name) M. Karamatullah, Esq. I.C.S.,
Designation Collector of South Kanara, Mangalore.
Station

To

The Director of War Publicity,
Victory House. Mount Road. Madras

Enclosures:

Ref. No. 4032-42-B6 dated 4th June 1942.

Sir,

Publicity and Propaganda - South Kanara District Village Reading Circles - Swatantra Bharata - Supply and allotment for 1942-43.

The supply of 300 copies of the "Swatantra Bharath", a local Kanarese daily, for distribution to Tahsildars, Deputy Tahsildars, Revenue Inspectors, village reading circles and selected Panchayat Boards was sanctioned in Government Memo No.2112-41-2 Public (Press) Department dated 2-7-41, subject to the condition that the paper publishes matter supplied to it either from Government or from the Collector. The paper has been observing this condition faithfully. From actual experience, it is found that the paper is useful, as it gives upto date news which has its own propaganda value. The supply of the paper will cease from 6-7-42, unless the contract of supply is renewed The paper has a wide circulation in the District with weekly issues on Sundays and daily issues on other days. The supply of 300 copies per year will come to approximately Rs.4000-0-0.

47 (N)

The allotment of Rs.2060/- for the South Kanara District War Committee for 1941-42 included Rs.1460/- towards subscription for "Swatantra Bharath". Please see memo No.4530-41-17 Public (Publicity) Department dated 25-9-41. No allotment has been sanctioned for the year 1942-43. I request that the supply of the "Swatantra Bharath" may be continued for the year 1942-43 and an allotment of Rs.4000/- may be sanctioned for the purpose.

for Collector.

Pub(war) 21 3

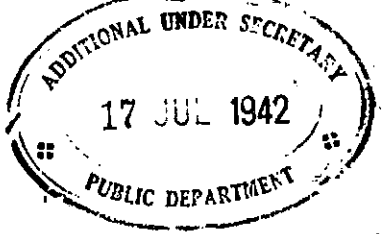
Memo no. 33677/42-1 dt 10-7-42

[Further continuance
same file No. 1902
9.7.43]

War - Publicity and propaganda - Village reading circles and panchayat boards - "Swathantra Bharat" - Supply

Sanction is accorded for the supply of 300 copies of the above journal during 1942-43 for distribution to Taluk Dars, Dy Taluk Dars and Rev. Inspectors, Reading Circles and Panchayat Bds in the S. Kanara Dt. The sanction

B 1



31/5

Office of the
Director of War Publicity.
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Sub: Publicity and Propaganda - Village Reading Circles and Panchayat Boards.'Swatantra Bharat'- Supply-

Ref: Memo No.33677/42, Public (War) dated 10/7/42-

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4 3 CF 35537 12/7

The Public (War) Department may be requested to send the connected papers for taking further action.

D.W.P. U.O.9-145/42
16--7--42.

J.C.R.
15/7.
K.M.
15/7.
Public (War) U.O.

F o r w a r d e d
/By order/

Superintendent.

R.R.16/7.

DWP

Publicity and Propaganda
S. Kanara Dt. — Village Reading
circles — "Swatantra Bharata"
Kannada daily — Supply.

Letter from the Collector of S. Kanara
No. 4032-42-B/6 dated 4.6.42

Please see the letter from the Collector, S Kanara in the ref. The paper in which the supply of 300 copies of the daily was sanctioned is in G.O No. 2881 Pub dated 13.12.41. The G.O has is not available here. It has been called for from the Secty. Its receipt may be awaited till 15.6.42

See above (Q)

8/6/6

JCR
11.6

GN (cards).

The G.O has been received today. Reference is solicited to the order sanctioning the purchase of the paper in 41-42.

The Collector reports that the terms of contract entered into already expire with the paper carries on 6.7.42. And from that date supply would cease. An adjustment of Rs 4000 may therefore be made for the purchase of 300 copies of the paper. We have not forwarded for this to obtain the adjustments

Flag (N) P4

O.Jl.CF

&

made to Dt war Committee. The
allotment will be made
after orders of Govt are
issued. The proposal
of the Collector may be supported
in this office and the file sent
to Public (War) Dept for issue of orders.

8/7/42

Chm. 3.7.42.

ADDITIONAL UNDER SECRETARY
7 - JUL 1942
PUBLIC DEPARTMENT

D.W.P. 145-42 9.

Le entitled 4/7/

33677 4/7

Public (War) Dept.

Please see S. Kanara Collector's letter
in this CF. A draft memo is submitted
by Pub (Pres) may see before issue

877/42

Pub (Pres)

S.P.A
C.S.

Chm 9/7/42

CS SPA 10.7.42

Telegram closed
by Pub (War) 8/7/42

[Issued as Memo 33677/42-1 dated 10-7-42]

Please see the memo on p. 5 CF. The ~~connected~~ file
~~papers~~ may be sent to D.W.P.'s Office to work the require-
ment relevant extracts may be taken
and the file returned to Pub Dept.

32997 4/8

18/7/42

Pub (War) 33677/42
20/7/42

Extract taken. File may be returned to
Public (War) Dept.

D.W.P. 145-C 8/42

DW 31/7/42 JCH 31.7 Chm 1.8.42

A Public (War) Dept